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FOX WILL RELEASE 55 IN NEXT YEAR

65-PICTURE PRODUCTION SKED DIRECT CHALLENGE TO TV

Twentieth Century-Fox will have a total of 65 pictures in stock by March, 1958 and its releasing total between now and that time will be 55, Spyros P. Skouras, president, announced in New York recently. The production program, he emphasized, will represent the greatest expenditure in 20th-Fox history and the highest number of films to come from any company since 1940.

The program represents a direct challenge to television and calls for daring. Skouras, who admits having had a hard time getting his fellow board members to okay a schedule that will cost well over the $50,000,000 laid out for last year's, says he is gambling his professional reputation on it. Studios can only co-exist profitably with TV by turning out better en-

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MP Queries CBC Film Purchases

A series of six questions, deposited recently with the Clerk of the House of Commons by W. G. Dinsdale, Progressive-Conservative member from Brandon-Souris, dealt with the purchase of films by Canadian Broadcasting Corporation TV from the National Film Board,

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Canada Foundat'n Critics' Roster

Of 60 Canadian daily newspapers queried by The Canada Foundation of Ottawa to determine who writes the criticism of Music, Art, Theatre, Books and Films, 49 names were returned in the latter field. Eleven of the papers did not name a film critic. Twenty-eight of the

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Alta. Censor Banned 4 Films, Ordered 112 Others Cut

Four films were banned and deletions were ordered in 112 others by the Alberta Motion Picture Censor Branch during 1956, it was stated in the annual report by P. J. A. Fleming, chairman, which gave as almost 5,000 the number of new and second-print films reviewed by the board.

The four films rejected on the grounds that they offended "traditional standards of morality and decency" were the two USA productions, Crime in the Streets and The Slave, the Franco-Italian feature, The Bed, and the French-made Sins of the Borgias.

Cuts included 196 eliminations in 86 of 2,506 USA films examined, 50 in 17 of 259 British productions and 29 in nine of 42 German imports. None of the 12 Canadian films submitted for review during the year required editing, the board decided.

Oscar Derby Top Film Promotion

Over 220 theatres in Ontario, along with some 30 daily and weekly newspapers, participated in the Ontario section of this year's Academy Award Sweepstakes, to make it the most enterprising and most successful project for motion picture promotion in the history of the

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NB House Reopened

Arthur Mitchell's 250-seat Mayfair Theatre, the only one in Port Elgin, New Brunswick, which was badly damaged in a fire last November, has been rebuilt and reopened. It operates from four to six days weekly.

Variety Charity Award To Tent 21, Atlanta

Winner of the Charity Citation Award of Variety Clubs International for 1956 was Tent No. 21 of Atlanta, Georgia, which spent over $121,000 during the year on its three major projects—The Cerebral Palsy School-Clinic, Mountain View Camp and Bankhead Boys' Club — and a number of minor ones. The name of the winning tent was delivered to Nathan D. Golden, Heart Committee chairman, in a sealed envelope by Charles A. Alicoate, executive publisher of The Film Daily, who acted as chairman of the judging committee. Golden made public the choice of the judges at the Humanitarian Award dinner for Dr. Albert Schweitzer,

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Cast In 'Separate Tables'

Rita Hayworth has been signed to star opposite Burt Lancaster in Hecht - Hill - Lancaster's Separate Tables.

Okay Midnight Show In Toronto April 21

For the first time in Toronto permission has been granted theatres to run a pre-Easter Monday midnight show, commencing after 12 on Sunday night, April 21. Previously, pre-holiday midnight shows in Toronto had not been allowed Easter or Christmas.

Successful representations for the extra show were made by Arch H. Jolley of the Motion Picture Theatres Association of Ontario to Magistrate F. W. Hall, chairman of the Metropolitan Licensing Commission.

Toronto Civic Greetings for JARO's Kenneth More

Britain's top boxoffice draw and star of a number of J. Arthur Rank Organization films, Kenneth More managed to pay a one-day visit to Toronto during his week-long round of personal appearances in New York for the USA premiere of his most acclaimed film, Reach for the Sky.

He is shown here after signing the guest book at the civic greeting in the office of Toronto's Mayor. From the left are Kenneth Hargreaves, president of Rank Film Distributors of America, Inc., who accompanied More from New York; More; His Worship, Mayor Nathan Phillips, who welcomed him in behalf of the Queen City; and Frank H. Fisher, vice-president of Rank Film Distributors of Canada.

VARIETY INTERNAT'L RE-ELECTS OFFICERS AT ANNUAL MEETING

All incumbent officers of Variety Clubs International were returned by unanimous acclamation at the recent annual convention in New Orleans. Re-elected were John H. Rowley, Chief Barker; George W. Eby, First Assistant Chief Barker; Edward Emanuel, Second Assistant Chief Barker; Rotus Harvey, Property Master; J. B. Dumestre, Jr., Dough Guy; George C. Hoover, Executive Director. Next year's convention will be held in London, England and the 1959 one in Las Vegas.

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Film Weekly

Incorporating the
Canadian Moving Picture Digest
(Founded 1915)

Vol. 22, No. 15 April 17, 1957

HYE BOSSIN, Editor

Assistant Editor - - - - - Ben Halter
Office Manager - - - - - Esther Silver

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VARIETY AWARD

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which closed the four-day annual Variety convention in New Orleans.

Expenditure by the Atlanta tent, whose Chief Barker is Dan M. Coursey, was part of a sum of almost $3,000,000 which 38 Variety Clubs on this continent and abroad had spent on their varied projects in 1956. The tents pledged a total of $3,034,440 for this year.

The Heart Report of the Toronto tent, which has 353 of the 10,000-or-so barkers constituting the Variety Clubs International, was made by Chief Barker N. A. Taylor and was warmly received. The Canadian tent spent $60,000 on Variety Village, its vocational guidance school for handicapped children, and $5,000 for other causes, Taylor stated, outlining the ways the funds had been raised.

Clyde Rembert, past Chief Barker of the Dallas tent, won the plaque for Tent No. 17 which went for the John Rowley membership drive and won for himself an all-expenses paid trip to the Variety Convention in London, England, in April, 1958, for personally securing the greatest number of new members. He brought in 61 regular and 41 associate and out-of-town members and the Dallas tent, as a whole, took in 360, bringing its total to 850. Omaha was second in the competition, Detroit third and Miami fourth.

On the Charity Citation Award judging committee with Alicoate were Sherwin Kane, editor of Motion Picture Daily, and Hye Bossin, editor of Canadian Film Weekly.

WB's 'Letter From Peking'

Pearl Buck's latest novel, Letter From Peking, has been acquired by Warners.

Warners To Release 'Counterfeit Plan'

Warner Bros. will release The Counterfeit Plan, a romantic adventure drama of one of the largest forgery operations ever attempted. Zachary Scott and Peggie Castle head the picture's cast.

Montgomery Tully directed and Alec C. Snowden produced The Counterfetit Plan, an Amalgamated production for Warners, at the Merton Park Studios in England.

Fox To Release 55

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tertainment, he said. "We must produce more and better pictures to get people away from their sets."

In support of the program the company will try to revive its outstanding showmanship campaigns of some years ago and it will make a special feature-length film about the program for showing to the trade, the press, stockholders, etc. The films, planned with variety in mind, will have 30 A productions, of which 12 will be blockbusters, and eight UK quota pictures are part of the program.

Among the planned productions are some with the best titles of modern times. They include The Sun Also Rises, Ten North Frederick, Peyton Place, Kiss Them For Me, A Certain Smile and Stopover Tokyo. Other features that Fox will release are South Pacific, A Farewell to Arms, Tender Is the Night, The Diary of Anne Frank and The Townsend Harris Story.

This month five major productions will start off the 12-month program of 55 releases. These are Boy on a Dolphin, the first American film made in Greece, starring Alan Ladd, Clifton Webb and Sophia Loren and filmed in CinemaScope and De Luxe color; The River's Edge, starring Ray Milland, Anthony Quinn and Debra Paget, produced in CinemaScope and color by Benedict Bogeaus; Break in the Circle, with Forrest Tucker, Eva Bartok and Marius Goring; Kronos, a Regal Films production in Regalscope, starring Jeff Morrow, John Emery and Barbara Lawrence; and She-Devil, another Regal production in Regalscope, starring Mari Blanchard and Jack Kelly.

WB Buys 'Philadelphian'

Warners has acquired Richard Powell's The Philadelphian.

Alta. Theatre Burned

A recent fire completely destroyed H. Hoppe's 275-seat Grand Theatre in Mirror, Alberta. The only theatre in the community, the Grand operated two to four days weekly.

VARIETY AWARD TO DR. SCHWEITZER

Recipient of the Variety Clubs International Humanitarian Award for 1956 for the most outstanding service to humanity is Dr. Albert Schweitzer, winner of the Nobel Peace Prize in 1952 and a man who has dedicated his life to helping others, it was announced at the recent New Orleans convention of the showmen's organization.

He joins a distinguished list of previous winners, which includes Sir Winston Churchill, Herbert C. Hoover, Helen Adams Keller, Bernard M. Baruch, General George C. Marshall, James F. Byrnes, Sir Alexander Fleming, Sister Elizabeth Kenny, General Evangeline Booth, Cordell Hull and George Washington Carver.

Born in Gunsbach, Alsace, France 82 years ago, Dr. Schweitzer graduated from the University of Strasbourg with degrees in philosophy, theology and music by the time he was 21. In the next nine years he won international recognition for his work in preaching, teaching, writing and music. In 1905, at the age of 30, he decided on a new career of "immediate service as a man to his fellow men" and spent eight years fitting himself for the life of a missionary doctor in Africa, while his wife underwent training as a nurse so as to be of help to him.

Their now-famous hospital, set up in a chicken coop in Lambarene in French Equatorial Africa in 1913, has since that time been the centre of healing, both spiritual and physical, for the natives. A film biography of Dr. Schweitzer was produced a short time ago by Jerome Hill and is being distributed by Louis de Rochemont Associates, Inc. in the USA.

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OUR BUSINESS by N. A. Taylor

PROGNOSTICATION of attendance trends and box-office receipts is more difficult than it has ever been. In recent years, we have lived through many periods when there has been a general increase only to be followed by a drop. One is never sure, therefore, how long business is going to tarry on the plateau or in the valley. This is partly the reason that it is becoming increasingly more difficult to foretell box-office grosses.

There have been many words of optimism expressed in recent months by important men in our business and future prospects indeed look good. Notwithstanding all this, attendance at the moment is definitely poor. The rare film is doing exceptional business but, generally, attractions are not giving as good an account of themselves as they should. In a period like this, when business is in the valley, we search for reasons. It is always popular at this time to blame some of the drop in business on the period of Lent. Other causes such as income tax deadlines and bad weather conditions also come in for part of the blame. Some voices are heard to say that the best pictures are presently being withheld for the summer — a period which is now conceded to be the best for our business.

We have always experienced a falling off of business during Lent and then a rise starting with Good Friday. Again, when the period of good weather comes in, people feel a great desire to get out-of-doors, do gardening, participate in sports and generally take advantage of the milder weather. In many parts of our country this happens around the beginning of May. Because of the lateness of Easter this year it is possible that the arrival of good weather may coincide with Easter and the result may well be that we cannot anticipate an upward curve of boxoffice attendance until sometime in June.

The prosperity of our theatres is now based on many factors beyond our control. Mother Nature plays an even greater part than ever before in our fortunes. The quality and drawing power of the product delivered to us by produc-

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CBC FILM BUYING

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Canadian private studios and USA studios since 1953. Listed as question No. 49 under the heading C.B.C. Film Purchases, they are of special interest because the answers by the Hon. J. J. McCann, the Minister who reports to Parliament for the CBC, show the growth of CBC-TV film purchases from all three sources, especially private Canadian studios.

Mr. Dinsdale's query:

1. How many films produced by the national film board were purchased by Canadian Broadcasting Corporation TV, during each year since 1953, and how many of these were (a) entertainment; (b) documentary; (c) commercial films?

2. What was the total cost of these films?

3. How many films produced by private Canadian studios were purchased by Canadian Broadcasting Corporation TV, during this period, and how many of these were (a) entertainment; (b) documentary; (c) commercial films?

4. What was the total cost of these films?

5. How many films produced by U.S.A. studios were purchased by Canadian Broadcasting Corporation TV, during this period, and how many of these were (a) entertainment; (b) documentary; (c) commercial films?

6. What was the total cost of these films?

Reply by the Hon. J. J. McCann:

1, 3 and 5. Information regarding different categories of film and footage would be difficult and costly to compile and it is understood that the honourable member will accept information based on costs.

2, 4 and 6. The C.B.C. advises the following payments were made in the periods indicated for the purchase, rental, production, and processing of film:

April 1, 1953—March 31, 1954:	
National film board of Canada	$ 25,341
Canadian private film industry	151,013
United States films	244,356
April 1, 1954—March 31, 1955:	
National film board of Canada	$117,584
Canadian private film industry	624,074
United States films	638,016
April 1, 1955—March 31, 1956:	
National film board of Canada	$ 152,515
Canadian private film industry	1,046,751
United States films	1,204,885
9 months:	
April 1, 1956—Jan. 31, 1957:	
National film board of Canada	$ 236,144
Canadian private film industry	1,517,831
United States films	853,966

'Abandon Ship!' New Title

Abandon Ship! is the new title for Columbia's Tyrone Power-Mai Zetterling-Lloyd Nolan starrer known in work as Seven Waves Away.

News Notes

MAN. EXHIBS ASK TAX SUSPENSION

Suspension of the Manitoba amusement tax on theatre admissions for a two-year period was asked by the Manitoba Motion Picture Exhibitors Association in a brief recently presented to the Provincial Government. In the petition, said Harry Hurwitz, president of the Association, it was pointed out that lack of business due to TV had cause 23 per cent of the theatres in the Greater Winnipeg area to close.

Hurwitz stated that the tax concession granted last year was not enough. The Manitoba Government makes between $300,000 and $400,000 annually on the tax, which is, roughly, ten per cent on tickets over 30 cents.

Representatives of Winnipeg hockey, football and baseball loops have asked that their exemption from the amusement tax be extended.

CBC TO HEAR TV APPLICATIONS

Applications for a new TV station and for three satellites to existing TV transmitters will be heard by the Board of Governors at its next meeting, scheduled for April 30 in Ottawa. Share transfers by three companies operating TV stations and an increase in power for another is also on the agenda.

Radio Station CJDC Limited of Dawson Creek, BC will apply for a permit to establish a new TV station in that community on Channel 5. CKSO Radio Limited will request permission to establish a TV satellite on Channel 3 at Elliot Lake, Ontario and J. Conrad Lavigne Enterprises Limited will make similar representations for a satellite at Kapuskasing, Ontario on Channel 3 and at Kirkland Lake, Ontario on Channel 9.

Share transfer requests are by CHEK-TV Limited of Victoria, BC, 21 common shares; Western Manitoba Broadcasters Limited (CKX-TV and CKX) Brandon, Manitoba, 10 common shares; and Radio Station CKNX Limited (CKNX-TV and CKNX), Wingham, Ontario, 78,832 common shares. An increase in power is being asked by Niagara Television Limited for CHCH-TV in Hamilton, Ontario.

AAP TO BUY REPUBLIC STUDIO?

Associated Artists Productions' Elliot Hyman is reported negotiating for the purchase of Republic Studios in a deal that would merge the two companies and give AAP, formerly known as PRM, a lot on which to produce films. The AAP-PRM syndicate, which originally was headed by Lou Chesler, George R. Gardiner and Maxwell Goldhar, all of Toronto, bought the pre-1948 backlog of Warner Bros. films, along with the rights to remake any of the 850 features. It is this production remake rights which is believed to be behind the studio purchase deal.

In successive moves PRM, after its takeover by the Toronto group, acquired AAP and its sales organization as an outlet to TV for its films and Hyman, the former AAP president, became managing director of the amalgamated companies, with Chesler as chairman of the board, Gardiner president and Goldhar v-p. Next followed the acquisition of a Canadian company, Donnell & Mudge Limited, a coporate shell, and the converting of it to a films-for-TV sales organization with Garfield Cass as general manager and v-p. A "conflict of policy" over a products manufacturing company controlled by the group caused Gardiner to withdraw from the syndicate completely two months ago.

OSCAR DERBY

(Continued from Page 1)

film industry in the Province. Early reports from other districts indicate that the story will be the same right across Canada.

In Toronto alone over 110,000 entries were submitted, 40,000 to The Toronto Star and the balance to local theatres, while for the province as a whole more than half a million forms were entered. Incomplete reports from Manitoba estimate that entries there will total some 125,000, with 40,000 being received by the Winnipeg Free Press, which had the competition on an exclusive basis for the whole Province, and the remainder by theatres.

So valuable is the reader interest evoked by the Sweepstakes that The Toronto Star has put in its bid for the 1958 contest. Speaking of the amount of priceless publicity the tie-in with newspapers has created, H. C. D. (Dick) Main, national co-ordinator for the Sweepstakes, stated that "Newspaper co-operation was a marked success. Many publications, especially in Ontario, which have a firm policy of no free publicity, came through in a most encouraging and satisfactory way."

Of all the Ontario entries only three had all 13 categories answered correctly. Two were submitted by a husband and wife, Mr. and Mrs. J. Pawlik, in London and the other was from Cecil Barr in Cornwall. A tie-breaking essay on Why I Like the Movies was arranged by The Star and the winner of the Oldsmobile selected by the Toronto daily was Barr. The Pawliks will get the top London area prizes.

In Toronto 15 persons tied with nine correct answers and after a separate tie-breaker, also set up by The Star, the local prizes, which included Inglis range, washer, dryer and hot water boiler, were awarded. The Toronto Star checked every Toronto entry, as well as all top contenders from the rest of Ontario.

In Winnipeg there were no correct entries and only one had ten answers right, with the result that the car will go to that person when the name is released. The Winnipeg Free Press checked all submissions for the whole Province.

In British Columbia and Quebec, the other two regions which have cars for the top prizes, the tabulations are still under way.

OUR BUSINESS

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ers is, of course, always paramount. Yet another ingredient is also very important — namely, that of our selling and showmanship. Whether business is on the plateau or in the valley the boxoffice receipts will always be somewhat greater because of that little extra effort put into selling by showmen.

CRITICS' ROSTER

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film critics were also the drama critics of their papers. In some cases the same person is the critic in the five fields and in most cases in more than one.

Leslie Holmes plays the field for the Nelson, BC Daily News; as does Stuart King for the Kenora Miner and News; Ruby Lindsay the Niagara Falls Evening Review; Lorraine McGowan the North Bay Nuggett; Germain Tardif Ottawa's Le Droit; Jack Hughes the Port Arthur News Chronicle; Betty Meakes the Sudbury Star; Ronald Despress the Moncton L'Evangeline; and Pius Callaghan the Charlottetown Patriot.

Critics handling both stage and screen are Malcolm Barr, Nanaimo Free Press; Ronald Baird, New Westminster British Columbian; Les Wedman, Vancouver Province; Bruce Lowther, Victoria Daily Colonist, who also covers Music and Art; C. F. Steele, Lethbridge Herald, who also does Music; Bruce Peacock, Regina Leader Post; Jean Swanson Saskatoon Star-Phoenix, also Art and Books; Kay Rowe, Brandon Sun, also Music and Art; Frank Morriss, Winnipeg Free Press; Ann Henry, Winnipeg Tribune; Ralph Hicklin, Chatham Daily News, also Music and Art; Dick Brimmell, Guelph Mercury, also Music and Art; Kemp Thomson, Kitchener-Waterloo Record, Kitchener; J. C. Peters, Orillia Daily Packet and Times; David Dunsmuir, Stratford Beacon-Herald; John Graham Watson, Timmins Press, also Music and Books; W. F. Robb, Moncton Times-Transcript;

Jack Karr, Toronto Star; S. M. Shapiro, Toronto Hebrew Journal; Harold Whitehead, Montreal Gazette; Israel Medres, Jewish Daily Eagle, Montreal; Maurice Huot, La Patrie, Montreal, also Art; Jean Beraud, La Presse Montreal, also Books; Jean-Pierre Fournier, La Tribune, Sherbrooke; and J. E. Burnett, Charlottetown Guardian, also Books. Some film critics do not cover stage but are responsible for opinions on another art — Roy Francis, Galt Reporter, writes Music; Jacques St.-Onge, Le Nouvelliste, Music; and S. D. Trueman, Saint John, Telegraph-Journal and Evening Times-Globe, Books.

Critics for films only are Phillip Lee, Victoria Daily Times; Jack Thomson, Calgary Albertan; Ed Hocura, Hamilton Spectator; R. J. Ellis, Kingston Whig-Standard; A. C. Morton, Peterborough Examiner; Roland Lorrain, Le Devoir, Montreal; Sydney Johnson, Montreal Star; J. T. Perron, L'Action Catholique, Quebec City; and Clyde Gilmour, Toronto Telegram.

Papers apparently without a permanent film critic are the Vancouver Herald and Sun, the Edmonton Journal, Cornwall Freeholder, Kirkland Lake Northern Daily News, Owen Sound Sun-Times, St. Catharines Standard, Sault Ste. Marie Star, Welland Tribune, Windsor Daily Star, Fredericton Daily Gleaner and the St. John's Daily News. The Vancouver Herald, the Calgary Albertan and the Lethbridge Herald print Clyde Gilmour's column as written for the Toronto Telegram.

It should be noted that there are about 100 dailies in Canada. Among the names of film critics not carried in The Canada Foundation report are Richard Newman, London Free Press and Will McLaughlin, Ottawa Journal. The Toronto Globe and Mail recently appointed Ron Johnson.

JUDITH ANDERSON was a head table guest at this Variety Club luncheon. "Wasn't she in *The Ten Commandments*?" Jim Nairn asked me. "No," I replied, "that was Agnes Moorehead." "So it was," said Jim. The next day he called up. "That was Judith Anderson."

I then realized that Judith Anderson is the one who isn't Agnes Moorehead. This business of one player being "the one who isn't" another got to be quite a game in the entertainment press circle of our town. You'd try to think of a player's name in conversation. Often you couldn't — but you'd think of the name of one who, for some reason, could be confused with the first one. There are a remarkable number of them and I noted some identified as "the one who isn't" by myself and friends. Most of the time we know who we mean. It's that the name won't come. But why does another name come instead?

I recall once, at the Alex Barris house, the then movie critic was trying to think of the name of a certain movie star of the silent days but it defied him. "Alan Dinehart?" I asked. He said no but his finger-snapping effort to have his memory release the name increased so furiously that I, without really knowing why, immediately offered the monicker that ended his agonies. It was then that we all realized that Alan Dinehart was the one who wasn't Holbrook Blinn.

After that, as time went by, it came to me that Claire Trevor is the one who isn't Glenda Farrell and Steve Cochran is the one who isn't Rory Calhoun. It isn't that I don't know that Macdonald Carey isn't Jeffrey Lynn or that Cesar Romero isn't Anthony Quinn. Or even that Hume Cronyn, as Stan Helleur pointed out, isn't Alexander Knox. But if Richard Watts of the *NY Post* can admit that he had a hard time remembering whether it was Gordon MacRae or Howard Keel who sang a certain role, then I suppose I can be forgiven for not being sure right away.

Mind you, on second thought I can separate Lucille Ball from Eve Arden, Polly Bergen from Nanette Fabray and Sheree North from Terry Moore. I mean without seeing them together in a photo. And, of course, all that publicity growing out of *Giant* and Mike Todd has helped me avoid confusing Elizabeth Taylor with Jean Simmons.

I know for a fact that John Carroll isn't John Boles and that Frank McHugh isn't Allen Jenkins but don't ask me to prove it. You'll only mix me up. Time and the inevitable cleared some things up. Hugh Herbert, when alive, fitted in the same frame of my mind as Edward Everett Horton. Do you remember when George Sanders was the one who wasn't Reginald Denny and Cary Grant, it seemed to me, was the one who wasn't George Brent?

What shakes my confidence in my memory even more is that this sort of thing isn't limited to players. For instance, if you've been around for a while you wonder if you didn't think of Erskine Caldwell when you meant to think of Tennessee Williams. And it comes to you that Adela Rogers St. John is the one who isn't Agatha Christie.

There you are. I refuse to believe that my friends and I are by ourselves in this. That's why I thought it worth writing about.

P.S.: It just struck me that Victor Jory is the one who isn't Richard Conte and that Harry Langdon was the one who wasn't Snub Pollard.

News Clips

Two Odeon houses in Vancouver, the Rio and the Odeon-Hastings, have been reopened on a part-time basis after being closed almost two years, with the latter featuring a foreign film policy . . . Police are investigating the theft of $2,000 from the safe of the Paramount in Rouyn, Quebec . . . John P. Byrne and Robert Mochrie, both veterans of 32 years in the film industry, have been named assistant general sales manager of Loew's, Inc. by Charles M. Reagan, vp and general sales manager . . . Odeon's Capitol Theatre in Moncton was given a face-lifting recently.

Gabriella Majnik has taken over the 478-seat Mayfair in Toronto, which has been closed for some time, from H. Firestone . . . Entry in the film production and Independent film financing fields by a USA theatre circuit has taken place with the formation of a company for that purpose by National Theatres, Inc., with Charles L. Glett as president . . . Paramount's Funny Face is the official USA entry in the Cannes Festival, May 2-17, but UA's The Bachelor Party and AA's Friendly Persuasion are also invited.

International, regional and local offices in Montreal of the National Association of Broadcast Employees and Technicians will be moved on May 1 to Room 607, Castle Building, 1410 Stanley Street . . . The 74-year-old Etude, USA monthly music magazine, will cease publication after the May-June number because of a drop in circulation from 250,000 to 50,000, due to a decrease in piano playing in the home . . . Production of TV sets in Canada in February dropped to 31,956 from 63,603 in February, 1956 and radio sets decreased in the same months from 51,049 to 49,535.

Now in release are the first three films in The Atlantic Community Series dealing with the countries of the North Atlantic Treaty Organization (NATO). Available in Canada from the National Film Board, the films are in black and white 16 mm., run about 20 minutes each and are titled Introducing Iceland, Introducing Luxembourg and Introducing Norway . . . Seventeen films were in various stages of shooting in nine British studios at one time last month, hitting a peak in production. Five at Pinewood were for Rank, one at Ealing was for MGM and one at Shepperton was for Columbia, with the others being for various British producers.

In 'Decision At Sundown'

Valerie French will star with Randolph Scott in Columbia's Decision at Sundown.

Review

THE GREAT MAN

(From The Film Daily, NY)

with Jose Ferrer, Keenan Wynn, Julie London.

Empire-Universal **92 Mins.**

OUTSTANDING, MASS-APPEAL PORTRAIT OF THE BROADCASTING INDUSTRY, ITS LOVES AND LIES. SPARKLES WITH WIT, BRIGHT PERFORMANCES AND HARD NARRATIVE SUBSTANCE.

A neatly penetrating dissection of the broadcasting industry is enriched by exhilarating performances and a high technical proficiency in The Great Man, placing it in the ranks of the superior entertainments of the year. When Al Morgan wrote the best-selling novel of the same name, reports persisted that the story largely was inspired by Arthur Godfrey. Denials were equally persistent, with Morgan, once a CBS scriptwriter, claiming his story was a composite of anybody and many bodies in the industry.

The film is a lusty, savory one, original in concept and imaginative in presentation. It will bring out of the homes those who shop selectively for their film fare and want something far better than the routine.

Jose Ferrer, who directed, also plays the pivotal role of a news commentator. Actually "the great man" never appears on the screen, but motivates all the action. He is a beloved humorist of radio and TV who puts a nation of followers into mouring when he gets killed driving his car recklessly.

Ferrer, heir-apparent to the great man, is assigned to gather material for a network tribute. In the course of his probing, Ferrer finds that the legend surrounding the great man is greater than the reality. But just as he wasn't all good, so he wasn't all bad.

Ferrer has gotten scintillating performances out of the cast. He also collaborated on the screenplay with Morgan, and directed with perfect command, keeping the material in happy balance of humor, seriousness, mass appeal, and cynicism. His own acting is underplayed, giving the performance credibility and honesty.

In the course of the story, an illuminating, if cynical light is thrown on the backstage maneuvers of broadcasting. The ending is a surprising and gratifying one, better seen than revealed in a review.

CAST: Jose Ferrer, Dean Jagger, Keenan Wynn, Julie London, Joanne Gilbert, Ed Wynn, Jim Backus, Russ Morgan.

CREDITS: Producer, Aaron Rosenberg; Director, Jose Ferrer; Screenplay by Al Morgan and Ferrer; From the novel by Morgan; Director of photography, Harold Lipstein.

DIRECTION: Impressive.

PHOTOGRAPHY: Very Good.

Stars Of Bryna's 'The Viking'

Kirk Douglas, Tony Curtis, Janet Leigh, Ernest Borgnine and Michael Rennie head the cast of Bryna Productions' $3,000,000 film, The Viking.

Short Throws

DATE set for United Artists Week this year is July 1-7 and Charles S. Chaplin, Canadian general manager, is counting on the continued co-operation of exhibitors to make it the biggest year in the history of the Canadian district. Last year Canadian branches took two of the three top prizes and in 1955 the Canadian district was the winner over all those in the domestic territory.

DIRECTOR of radio, TV and motion pictures of Foster Advertising Limited is now S. Alexander MacKay, who joined the Foster agency in 1954 and previous to that time was education director and Ontario manager of Associated Screen News Limited. Two other appointments made at the same time by Harry E. Foster, president, were that of Miss Newton as manager of the Time-Buying and Scheduling department and Miss G. Rudolphe as assistant time-buyer.

CONSTRUCTION of the Mid-Canada Warning Line is the subject of Sky Watch on 55, a 16 mm., 30-minute color film made by Crawley Films Limited for The Bell Telephone Company of Canada. Financed, engineered and built by Canadians, the aerial detection line stretches along the 55th Parallel in Canada's sub-Arctic from the coast of Labrador to the Rocky Mountains and is expected to have as much impact on the development of the North as the coming of the railroad had on the West.

RETIRED since 1948, Ned Sparks, 73, Canadian-born film and stage actor, died recently of an intestinal block in the apartment he shared with his daughter, Laura, at a guest ranch near Victorville, California. Born Edward A. Sparkman in St. Thomas, Ontario, he first hit the big time in 1913 in the Broadway play, Littie Miss Brown. One of the leaders in the 1918 strike which resulted in the formation of Equity, he was blackballed on Broadway and turned to films and for 30 years was recognized by his dour face and half-chewed cigar.

Glenn Ford In 'Sheep Man'

Glenn Ford will replace Howard Keel in MGM's Sheep Man.

NAME TPA CANADIAN SALES HEAD

J. E. (Ev) Palmer, who resigned recently from McCann-Erickson (Canada) Limited, has been appointed Canadian sales manager for Television Productions of America, Inc., by Milton A. Gordon, president. TPA has signed a deal with Horace N. Stovin & Company for that company to be exclusive distributors in Canada for TPA properties. Palmer will help set up a separate division of the Stovin organization to concentrate on TPA sales using existing facilities and offices.

Palmer had been manager of the Radio-TV department, account service manager and a member of the advisory committee at McCann-Erickson at the time of his resignation. Prior to that he had been program director of CFNB in Fredericton, his birthplace; manager of CFBC, Saint John; and manager of the Radio-TV department of Walsh Advertising.

Sales executives in Montreal and Vancouver will be appointed shortly by Vincent Melzac, TPA vice-president, who is at present in Canada.

KENNETH MORE TORONTO VISITOR

Star of a number of films produced by the British J. Arthur Rank Organization, Kenneth More visited Toronto last week and met press, radio and TV people at a reception at the Royal York Hotel. Britain's top boxoffice star spent one day in the Queen City between a week of personal appearances for the USA premiere of Reach for the Sky at New York's Sutton Theatre.

More was introduced to those attending the reception by Charles Mason, director of publicity for Rank Film Distributors of Canada. Present were Frank L. Vaughan and Frank H. Fisher, general manager and vice-president respectively of Rank Film Distributors of Canada; Ron Leonard, director of publicity for Odeon Theatres; John McKim, assistant to Leonard; and Frank Lawson, aide to Mason.

More stated that he expects to return to Canada in the Spring of 1958 to star in a film, The Sheriff of Fractured Jaw, which is scheduled to be shot around Banff. Twentieth Century-Fox will do the filming, as well as supply the rest of the cast and the technicians, under a co-production deal with the UK Rank organization.

Kenneth Hargreaves, president of Rank Film Distributors of America, Inc., accompanied the British star to Toronto. He stated that a number of Rank stars will be brought to the USA and Canada to make them better known to moviegoers on this side of the Atlantic and to help publicize their films. He reported that there were now ten Rank exchange offices in the USA and that seven former RKO employees had been hired, among them Al Kolitz, Seymour Borde, Dave Prince and Bob Folliard, appointed district managers for Denver, Los Angeles, Atlanta and Washington respectively.

Review

DRANGO

(From The Film Daily, NY)

with Jeff Chandler, Joanne Dru, Julie London.

UA **92 Mins.**

CAST TOPPERS SHOULD HAVE EXPLOITATION AND BOXOFFICE APPEAL TO SPUR SALES FAR ABOVE AVERAGE. POST CIVIL WAR YARN HAS GENERAL INTEREST.

A trio of top boxoffice "draws" distinguish Drango from entries of the same calibre, and should improve its intake considerably. Jeff Chandler, Joanne Dru and the fast-rising Julie London have the qualities necessary to lure audiences. The story, set in the South right after the Civil War, is rather ordinary in its approach and production, but the stars should spur its sales appeal.

Written and produced by Hall Bartlett, the picture was photographed by James Wong Howe and directed by Bartlett and Jules Bricken. Their cast, including Donald Crisp, John Lupton and introducing Ronald Howard, play their roles with conviction, but never build enough sympathy to excite more than passing interest. Howard, who closely resembles his late father, Leslie, is the most memorable as the villain of the piece and stands to carve a fine career for himself in the future.

The people of Kennesaw Pass, Georgia, are extremely hostile to the two Union soldiers, Chandler and Lupton, sent to supervise their reconstruction program. Led by Crisp and his son, Howard, they refuse them every courtesy. Even after a Union sympathizer, Ankrum, has been lynched Chandler refuses to use force. Ankrum's daughter, Miss Dru, blames Chandler for the killing.

Howard's wife, Miss London, begins to doubt the wisdom of her husband's cause and tries to thwart his Southern underground movement. The war of nerves continues until Lupton is killed by Howard and his men. The Army informs Chandler that his appeasement policy has not worked and that he's to be replaced.

Crisp shoots Howard, knowing his son to be a fanatic, and orders the people to follow the leadership of Chandler. Miss Dru agrees with Crisp's choice.

CAST: Jeff Chandler, John Lupton, Joanne Dru, Morris Ankrum, Ronald Howard, Julie London, Donald Crisp, Helen Wallace.

CREDITS: Presented by Earlmar Productions; Producer, screenplay, Hall Bartlett; Directors, Hall Bartlett, Jules Bricken; Executive producer, Meyer Mishkin. Photography, James Wong Howe.

DIRECTION: Good.

PHOTOGRAPHY: Fine.

UA's 'Bitter Is The Ride'

Mark Stevens will direct and star in UA's Bitter Is the Ride.

Cast Of 'Devil's Hairpin'

Cornel Wilde, Jean Wallace, Arthur Franz and Mary Astor star in Paramount's The Devil's Hairpin.

ALL NEW!
GREATEST OF ALL!
FIRST TIME IN COLOR!
M·G·M PRESENTS
TARZAN and the LOST SAFARI
Starring GORDON SCOTT AS THE NEW TARZAN
Co-starring ROBERT BEATTY · YOLANDE DONLAN · BETTA ST. JOHN · WILFRID HYDE WHITE
Screen Play by MONTGOMERY PITTMAN and LILLIE HAYWARD TECHNICOLOR® Based on the characters created by EDGAR RICE BURROUGHS
Directed by BRUCE HUMBERSTONE Produced by JOHN CROYDON A Sol Lesser Production An M-G-M Release

Above: *The 24-sheet is perfect for cut-out uses in lobby or on marquee*

The greatest attraction of its kind ever made. Tarzan, a magic word for the millions, comes to the public now for the first time in color. With an entirely NEW, streamlined, up-to-the-minute story, in a magnificent production, it is an entertainment of stature for class-appeal as well as mass-patronized theatres.

TARZAN 1957 STYLE!

Adventure takes to the air in a safari by luxury plane. Wrecked in the dangerous jungle, the occupants, two beautiful girls and their companions, are rescued by Tarzan.

★

M-G-M presents "TARZAN AND THE LOST SAFARI" starring Gordon Scott as the New Tarzan • co-starring Robert Beatty • Yolande Donlan Betta St. John • Wilfrid Hyde White • Screenplay by Montgomery Pittman and Lillie Hayward • Technicolor® • Based on the characters created by Edgar Rice Burroughs • Directed by Bruce Humberstone • Produced by John Croydon • A Sol Lesser Production • An M-G-M Release

Reach For A Winner!

With the hottest Stanwyck starrer since "Double Indemnity" and "Sorry, Wrong Number"!

"Top crime yarn! Well-knit and suspenseful story of ambition, intrigue, crime and passion. A superior entry!"
—HOLLYWOOD REPORTER

"Aimed right at the female audience!"
—FILM BULLETIN

"Thoroughly satisfactory action-meller!"
—VARIETY

"Holds audience interest and awakens a good degree of excitement! Should do good business in theatres that cater to the crime addicts!"
—SHOWMEN'S TRADE REVIEW

"Barbara Stanwyck succeeds in making her latest exciting, taut and worthwhile!"
—M. P. DAILY

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BARBARA STANWYCK
STERLING HAYDEN

CRIME OF PASSION

The stripped-of-shame story of a cop's wife who committed one sin too many!

co-starring
RAYMOND BURR with VIRGINIA GREY • FAY WRAY • ROYAL DANO

Story and Screenplay by JOE EISINGER • Executive Producer BOB GOLDSTEIN • Produced by HERMAN COHEN • Directed by GERD OSWALD

THRU UA